



KDNL
1215 Cole St
St Louis, MO 63106

LUC Media-Marietta
25 Whitlock Place SW
Marietta, GA 30064-3142

Contract # 1367788

Schedule Dates

09/18/12-09/21/12

Advertiser

Chris Koster for Attorney General (73944)

Agency

LUC Media-Marietta (1788)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

CHRIS KOSTER FOR ATTORNEY GENERAL (471627)

Salesperson

Millennium/DC, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

BRIMER, CHRIS

Phone/Fax

/

CPE

N/A

Account Types

National/Political Candidate Agency BRD

Billing Type

Standard

Comments

CHRIS KOSTER/ATTY GE
REP-FRAN BROWN

Date Entered 09/05/12

Last Modified 09/05/12

Entered By Rita Schmidgall

CO-OP No

Headline # ECR09811494

Demo A35+

Order Type Normal

Package Deal

Commission % 15.00

Commission \$94.50

Net Total \$535.50

Sales Tax

St Louis (KDNL)

By Broadcast Month

Sep. 2012

Grand Total:

Spots 10

Rate \$630.00

Grand Total: \$630.00

12

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/18/12-09/21/12	3	:30	7A- ABC-Good Morning America		2	2	2	2	2			8	\$35.00	\$280.00	St Louis (KDNL)	GMA	9/5/12
2.0	Normal Line / SPOT (2)	09/19/12-09/21/12	3	:30	10:01P- News-ABC 30 News at 10pm			1			1			2	\$175.00	\$350.00	St Louis (KDNL)	NEWS	9/5/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Rep Order# 9811494 Ver# 1 Status New Traffic Order# Printed: 09/05/2012 10:21 AM 1 of 2
 EC'd Yes Last Received: 09/05/2012 10:08 AM
 Showing Buylines: All Lines
 Station KDNL-TV ST. LOUIS MO
 Advertiser () POLITICAL
 Product CHRIS KOSTER/ATTY GE
 Estimate#
 Buyer CHRIS BRIMER
 Phone#
 Fax#
 Agency () LUC MEDIA
 25 WHITLOCK PLACE SW, 2ND FL
 MARJETTA, GA 30064
 Agency C/P1/P2/E
 Flight Dates 09/18/2012 - 09/23/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () WASHINGTON
 Salesperson () FRAN BROWN
 Salesperson Phone# 215-563-5400
 Salesperson FAX# 215-563-2974



--- CONTRACT COMMENT ---
 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	09/18-09/21	7A-9A	GMA	:30	\$35.00	TU-F	8	1	8	\$280.00
2	09/19-09/21	7A-9A	NEWS	:30	\$175.00	W,F	2	1	2	\$350.00

2 time

---REPORT TOTALS---
 Report Totals: 10 / \$630.00

---SALES MONTHLY TOTALS---

Sep 12: 10 / \$630.00
 Sales Totals: 10 / \$630.00
 Station Totals: 10 / \$630.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE

Market Totals	\$10,500	CABL 0%	KMOV 30%	KPLR 5%	KSDK 30%
		KTVI 29%	WRBU 0%		
		UNKN 0%			

---COMPETITIVE COMMENTS---

BOUGHT 10P NEWS WENT BACK TO SEE IF THEY COULD ADD
 5P NEWS AND A COUPLE MORE 10P NEWS

Books MAY12
 Demos RA35+